

REMARKS

Reconsideration of this application is respectfully requested.

Claims 1-82 are pending in this application. Upon entry of this Amendment, independent claims 1, 8, 15, 19, 47-50, and dependent claims 79 – 82 will be amended.

In the outstanding Office Action of September 21, 2005, the Examiner rejected claims 1 – 82 under 35 U.S.C. §112, second paragraph, as being indefinite because of the limitation recited in claim 1 of "said a low resolution scan file is reduced to a size that is as small as possible, while still providing a display with sufficient detail to allow recognition of at least products imaged on said catalog page." Independent claims 1, 8, 15, 19, and 47-50 have all been amended to recite that the low resolution scan displaying is generated using a "predefined reduction ratio", as previously recited in dependent claims 79 – 82, which depend from claims 1, 8, 15, and 19, respectively. Dependent claims 79 – 82 have also been amended to correct a typographical error, and thereby, further describe the predefined reduction ratio as "nominally 2MB to 20KB". Support for this claim amendment appears at least at page 7 of the application specification. In view of the foregoing amendments to the above-noted claims, the Examiner's rejection of claims 1-78 under §112, second paragraph, should now be withdrawn.

In the outstanding Office Action, the Examiner also rejected claims 1 – 82 under 35 U.S.C. §102(b) as being anticipated by the archived website www.harolds.com (hereinafter "Harolds"). In his rejection, the Examiner is relying on the version of the

Harolds website archived at www.archive.org on June 30, 1998. The Examiner's §102(b) rejection is respectfully traversed.

For a claim to be anticipated by a reference, each and every element recited in the claim must be present in the cited reference.

In the present application, independent claims 1, 8, 15, 19 and 47 – 50 are directed to either a method or a system for browsing a product catalog via the Internet or a telecommunications network. Amended independent claims 1, 8, 15, 19 each recites a separate a low resolution scan for each page of a product catalog, and a separate detailed product presentation for each product displayed on the low resolution scan of each catalog page. Independent claims 1, 8, 15, 19 and 47 – 50 , each recites a detailed product presentation comprising (a) at least a high resolution photograph of the product, and (b) an order data block containing (i) at least one entry of ordering information for the product and (ii) a corresponding link for each ordering information entry for directly initiating a purchase of the product.

The archived Harolds website cited by the Examiner to support his §102(b) rejection does not anticipate independent claims 1, 8, 15, 19 and 47 – 50 because it does not disclose at least all of the features of the claimed invention recited above.

The Harolds website cited by the Examiner bears the title “online store”, which includes a link to "Harold's Ladies Catalog" and a link to "Old School Men’s Catalog". In the outstanding Office Action, the Examiner relies on a portion of the Ladies Catalog

that can be selected by clicking on a link identified as "pages 1-7" under the title "Harold's Ladies Catalog". Clicking on the "pages 1-7" link brings up another webpage identified as pages 2-7 of the Ladies Catalog. Pages 2 – 7 are grouped into three groupings as pages 2-3, pages 4-5, and pages 6-7.

Harolds does not anticipate independent claims 1, 8, 15 and 19 because it does not disclose a separate a low resolution scan for each page of a product catalog, since the "low resolution scan" example identified by the Examiner (page 8 of 13) actually corresponds to two catalog pages, *i.e.*, pages 2 – 3 of the archived Harolds Catalog.

Harolds also does not anticipate claims 1, 8, 18 and 19 because it does not disclose a separate detailed product presentation for each product imaged on the low resolution scan of each catalog page. The "detailed product presentation" example identified by the Examiner (pages 12 of 13 and 13 of 13) corresponding to the products shown on catalog pages 2 – 3 actually corresponds to two products shown on these catalog pages, *i.e.*, a "Cartoon Daffodil Skirt" and a "Rayon Crepe Twin Set". Although the "low resolution scan" example of Harolds catalog pages 2 – 3 includes more than one product image, it is not possible to pull up a separate "detailed product presentation" for each product image on these pages. It is only possible to click on catalog pages 2 and 3 simultaneously, which produces the multi-product "detailed" presentation identified by the Examiner as pages 11 of 13 and 12 of 13 of the cited Harolds website. Thus, for at least these reasons, Harolds does not anticipate independent claims 1, 8, 15 and 19.

Harolds also does not anticipate independent claims 8, 18, 19 and 47-50 because it does not disclose a "detailed product presentation" comprising (a) at least a high resolution photograph of a product, and (b) an order data block containing (i) at least one entry of ordering information for the product and (ii) a corresponding link for each ordering information entry for directly initiating a purchase of the product, as recited in independent claims 1, 8, 15, 19 and 47 - 50. The "detailed product presentation" identified by the Examiner as pages 12 of 13 and 13 of 13 of the cited Harolds website bears a notation "Ipage2a.GIF (30366 bytes)". While this notation may correspond to a GIF file that was not archived, it is impossible to tell from the archive pages cited by the Examiner what image would have actually appeared with the descriptions of the "Cartoon Daffodil Skirt" and the "Rayon Crepe Twin Set" set forth on pages 12 of 13 and 13 of 13 of the cited Harolds website . Thus, it is not clear that the "detailed product presentation" for catalog pages 2 and 3 includes a high resolution photograph of either or both of these products.

And while there is, on pages 12 of 13 and 13 of 13 of the cited Harolds website, information for each of the products corresponding to product sizes and prices, there are no links corresponding to such information for either of such products that allows a shopper to directly initiate the purchase of a product, as recited in the independent claims of the present application. Rather, the "detailed product presentation" example cited by the Examiner simply states on page 13 of 13: "To order simply write this information down and order from our on-line form. Or call 1-800-676-5373." Thus, the cited

Harold's catalog requires the inconvenient and indirect steps of writing down product information before going to a separate on-line ordering form or calling the telephone number listed on the website page to purchase products. Thus, for at least these further reasons, Harolds does not anticipate independent claims 1, 8, 15, 19 and 47 – 50.

Since the Harolds website cited by the Examiner does not anticipate independent claims 1, 8, 15, 19 and 47 – 50, it also does not anticipate the dependent claims which depend either directly or indirectly from these claims, *i.e.*, claims 2-7, 9-14, 16-18, 20-46, and 51-82.

In view of the foregoing, it is believed that all of the claims pending in the application, *i.e.*, claims 1-82, are now in condition for allowance, which action is earnestly solicited. If any issues remain in this application, the Examiner is urged to contact the undersigned at the telephone number listed below.

Respectfully submitted,

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